

I am extremely concerned with the way companies treat their free-ride on our airwaves; for the most part, they act as though it is an entitlement and not a gift. I think that the FCC should become proactive in re-establishing the respect of these companies for this privilege and discourage condescending programming. Specifically, I would like to voice strong opposition to Sinclair Broadcasting, and their decision to force their stations to air a partisan attack 'documentary' days before the election. This proposed attack against John Kerry is a clear example of the widespread contempt of media conglomerations for the public.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

The FCC needs to become involved to diffuse media ownership and control; it only makes sense that local individuals should have influence over what is locally broadcast, rather than a few companies dictating from one or two places for all the country. We need to strengthen media ownership rules, not weaken them. Sinclair's actions mandate an informed and public license renewal process, more than just a returned postcard. Thank you.